# **Unmoderated Pretesting**

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# **Unmoderated Pretesting**(Remote Usability Testing)

- Conducted at participants' home, using their computer, at their convenience
- Video captures participants' computer screen and voice as they work through a series of tasks
- Typically used to evaluate a website, but can also be used for any online stimuli
  - Participants given a site and a series of tasks or instructions
  - ► Usually asked to think aloud as they work



## **TryMyUI**

- One of several companies offering this service
- Found them easy to work with
  - Responsive customer service
  - Willing to replace 'bad' participants quickly
  - Participant panel with range of demographics
- ► Limited experience with other companies



# Unmoderated Usability Testing



## **Testing Objectives**

- Online Occupational Outlook Handbook undergoing a redesign
- Content layouts already tested
- Determine initial reactions to:
  - alternative home pages
  - landing pages
- Evaluate navigation strategies from home page



## **Global Evaluation Strategy**

- 1. In-house usability testing (14 tasks)
- 2. Online, unmoderated usability testing (5 tasks)
- 3. Structured discussion groups with career counselors (two separate)
  - Advance access to prototypes
  - ► Encouraged to try them out
  - Walk through, demonstration, and discussion



#### **Version A – Home Page**

Home ▼ Subject Areas ▼ Databases & Tools ▼ Publications ▼ Economic Releases ▼ Beta ▼

OOH HOME | OCCUPATION FINDER | OOH FAQ | OOH GLOSSARY | OOH INDEX | KIDS PAGE | EN ESPAÑOL

OCCUPATIONAL OUTLOOK HANDBOOK 2010—20

For hundreds of occupations—such as teacher, lawyer, and nurse—the Occupational Outlook Handbook tells you what workers do on the job, work environment, the training and education needed, pay, and job outlook.

#### OCCUPATION GROUPS Architecture and Engineering Installation, Maintenance and Repair Arts and Design Legal Building and Grounds Cleaning Life, Physical and Social Science Business and Financial Management Math Community and Social Service Computer and Information Technology Media and Communication Construction and Extraction Military Office and Administrative Support Education Personal Care and Service Entertainment and Sports Farming, Fishing and Forestry Production Food Preparation and Serving Protective Service Healthcare Sales

#### FEATURED OCCUPATION



Chefs, head cooks, food preparation and serving supervisors oversee the daily food service operation of a restaurant or other food service establishment.

#### **Version B – Home Page**



For hundreds of occupations—such as teacher, lawyer, and nurse—the Occupational Outlook Handbook tells you what workers do on the job, work environment, the training and education needed, pay, and job outlook.



SEARCH FOR OCCUPATIO	NS			
Education Level  More search options »	Growth Rate	200	08 Pay	▼ GO
BROWSE: Highest Paying Occupations » Viewed Occupations »	Fastest Growing Oc	cupations »	Most New Jobs »	Most
FEATURED OCCUPATION				
		Chefs. h	ead cooks, food pre	paration

and serving supervisors oversee the daily

#### **Landing Page A**



#### Healthcare Occupations

Use arrows at the top of each column to sort alphabetically or numerically. Click on an occupation to see the full profile. \$36,500 is the average 2008 pay for all occupations

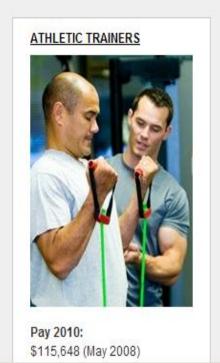
Occupation	Percent Change in Employment, projecte	ed 2010-20	v	2008 Pay
Speech-language pathologists			72%	\$91,239
Athletic trainers			70%	\$115,648
Dental hygienists			64%	\$26,849
<u>Veterinarians</u>			62%	\$82,066
Respiratory therapists			58%	\$27,715
Medical records and health information technicians			55%	\$29,920
Veterinary technologists and technicians			52%	\$116,671
<u>Surgical technologists</u>			49%	\$82,869
Cardiovascular technologists and technicians			46%	¢95 332

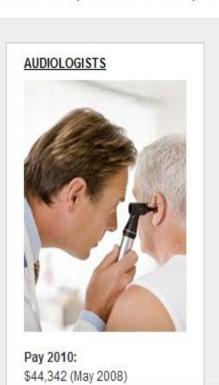
#### **Landing Page B**



#### Healthcare Occupations

Occupations sorted in alphabetical order. Click on an occupation to see the full profile.









### **Landing Page C**



#### Healthcare Occupations

Use arrows at the top of each column to sort alphabetically or numerically. Click on an occupation to see the full profile.

_	Occupation 💠	Job Summary	Education 💠	2008 Pay 💠
	Athletic trainers	Evaluate, advise, and treat athletes to assist recovery from injury, avoid injury, or maintain peak physical fitness.	Associate degree	\$29,470 per year \$9.82 per hour
	<u>Audiologists</u>	Assess and treat persons with hearing and related disorders. May fit hearing aids and provide auditory training. May perform research related to hearing problems.	Doctoral or professional degree	\$62,030 per year \$29.82 per hour
	Cardiovascular technologists and technicians	Conduct tests on pulmonary or cardiovascular systems of patients for diagnostic purposes. May conduct or assist in electrocardiograms, cardiac catheterizations, pulmonary-functions, lung capacity, and similar tests.	Associate degree	\$47,010 per year \$22.60 per hour
	Chiropractors	Adjust spinal column and other articulations of the body to correct abnormalities of the human body believed to be caused by interference with the nervous system. Examine patient to determine nature and extent of disorder. Manipulate spine or other involved area.	Doctoral or professional degree	\$66,490 per year \$31.97 per hour
(M)				

### **SAMPLE VIDEO**

# **Key Results from Online Testing**

- Extensive, useful first impressions
- Excellent 'talk aloud' feedback on screen features, especially concerning navigation and functionality
- Observed key differences in approaches employed by users with different computer experience



# Participant Characteristics (7)

<b>Asked for</b>	Males	Females
Any gender	3	4

<b>Asked for</b>	Range	Mean
Any age	23-33	27

Asked for	Working outside office	Working in office	Working at home	In school
Any employment type	1	1	3	2



# Participant Characteristics (7)

Asked for	High School	College	Graduate
Any education level	3	3	1

Asked for	Beginner to Intermediate	Expert
Any level of computer	3	4
experience		



# Unmoderated Survey Pretesting



## **Testing Objectives**

- Pretesting of global clothing questions
- Collect standard cognitive interview-type information from a large number of participants
  - Response strategies
  - ► Inclusion examples
  - Exclusion examples
  - ▶ Data for comparison/detailed questions



## **Testing Strategy**

- In-house cognitive interviews (n=19)
- Online, unmoderated pretesting (n=57)
- Both modes used the same tasks
  - ► Think aloud: "Now, please describe out loud how you arrived at your answer for question 2. Explain what you thought about or what you remembered as you answered the question."
  - Creating example lists
  - Answering comparison survey questions
- Online participants also categorized items



### **Participants**

- All participants screened: "Have you purchased clothing in the past month"
- All participants from the US (TryMyUI also has participants from the UK & Canada)
- Nine test groups created, based on:
  - ▶ Gender
  - ► Age (18 34, 35 54, 55+)
  - ► Education (HS or less, some college or college degree)



Trouble recruiting male participants over 55

### Results

- Participants completed all tasks successfully
- Participants were able to give useful "think aloud" responses to probe
- Differential quality between participants
  - ► Some were excellent
  - Some would have benefited from interviewer probing
    - Got off topic
    - Didn't follow instructions



### **SAMPLE VIDEO**



### **Mode Differences**

- Web results were comparable to cognitive interviews results
- Participants in both modes were able to:
  - Articulate response strategy
  - Complete all tasks
  - Provide valuable information to answer research questions
- Full results to be presented at AAPOR 2012



# Conclusions



## **Overall Advantages**

- Ease of recruiting
- High quality video recordings that can be shared
- Very competitive pricing
  - ► Approximately \$27 per participant (bulk discounts available)
  - Compared with \$43 per participant in standard lab study
- Timeliness of results



# Overall Advantages (cn't)

- Excellent use of "think aloud"
- Written feedback from participants
- Corroborated in-house results
- Can rate participants



# Advantages Survey Pretesting

	Task	Cognitive Interviews	Unmoderated Testing
	Requesting	20 min; explaining criteria to	30 min; specifying test groups
	participants	recruiter	and criteria
	Screening	10 min/participant	0 minutes; done by TryMyUI
	Scheduling	15 min/participant	0 minutes; study done at participant convenience
	Preparing for interviews	10 min/participant	60 minutes total; setting up web survey and tasks
	Conducting interviews	45 min/participant	0 min, self-administered
<u>~</u>	Total	<b>31.67 hours</b>	1.5 hours
S	Data collection	3 weeks	All videos within 3 days



## Disadvantages

- Limited to 20 minutes
- Tasks must flow logically from one to another
- Instructions must be clear and precise
- No automated measures of time-ontask or success



# Disadvantages Usability Testing

- Cannot correct navigation errors (need fallback instruction)
- Could not compare alternative versions in same session (lack of time, too difficult to control)
- Can specify selection criteria, but no guarantee you'll get what you want



# Disadvantages Survey Pretesting

- Cannot provide probes to follow up on participants' comments
  - ► All probes must be scripted and therefore must be applicable to all participants
- No way to bring a participant 'back on track' if they start to digress during their "think aloud"



### **Conclusions**

- Promising approach to collect pretesting information from large samples quickly and easily
- Useful "think aloud" information valuable for different types of pretesting
- Probably best used in conjunction with standard lab methods

